Adobe

Adobe Systems Incorporated

**Guidelines for Third Parties Who Use
Adobe Trademarks**

January 15, 1996

To Third Parties Who Refer To Adobe Trademarks:

Adobe counts among its most valuable assets the company's trademarks and the goodwill they represent. Protection of these marks is a priority for Adobe. These guidelines have been developed for licensees and other third parties to answer common questions about proper use of Adobe trademarks.

The status of Adobe's trademarks is continually changing, and it may be necessary to revise these guidelines from time to time. Please refer to the section "How to Obtain Additional Information" for references to additional resources, and for details on how to obtain updated information on these guidelines and the status of Adobe trademarks.

If you are a licensee, please be sure to consult your agreement with Adobe for any additional or different requirements applicable to your use of Adobe trademarks.

Thank you for your cooperation.

Adobe Systems Incorporated

Introduction

Please follow these guidelines carefully. They are designed to ensure proper legal usage of Adobe trademarks, and to prevent consumer confusion that can result from improper or illegal usage.

These guidelines will help you identify the correct form for Adobe trademarks, the proper method of marking using the symbols ® and ™, and the appropriate attribution statement to accompany use of Adobe trademarks by third parties. The guidelines also provide information related to commonly asked questions about the proper use of Adobe trademarks. For convenience, these guidelines refer only to trademarks, but the rules also apply to service marks as well.

Identifying the Proper Trademark Form

The database of Adobe trademarks (see "How to Obtain Additional Information") shows the proper content, spelling, and capitalization of Adobe's current trademarks. Note that the proper form for product names sometimes includes "Adobe" and sometimes does not. For example, compare "Adobe Illustrator" with "Photoshop."

Never vary the spelling, add or delete hyphens (even for normal hyphenation at the end of a line of text), make one word two, or use a possessive or plural form of the trademark. Adobe trademarks must always be used as adjectives followed by a generic term (such as "software"), and never as nouns or verbs.

For example:

CORRECT:	The image was modified using Adobe Photoshop® software.
INCORRECT:	The image was Photoshopped.

CORRECT:	You'll appreciate the PostScript® interpreter's unique ability to provide flexibility.
INCORRECT:	You'll appreciate PostScript's® unique ability to provide flexibility.

Marking With ® or ™

When using an Adobe trademark on any materials that will be distributed or presented to the public in the United States or in the United States and other countries, use the registered trademark symbol ® on the most prominent (or if none is prominent, the first) appearance of a trademark registered with the U.S. Patent and Trademark Office. (If the materials will be distributed only in a certain country or region outside of the United States, please contact Adobe Legal for the appropriate marking information—see the section "How to Obtain Additional Information.") For any Adobe trademark that is not registered, the ™ symbol should be used in place of the registered trademark symbol (®). Once marked, it is not normally necessary to mark subsequent appearances of the trademark in the piece.

Every appearance of Adobe logos and product names in stylized form should always appear with the appropriate ® or ™ symbol, and may be used only under license with Adobe—unauthorized use is strictly prohibited.

Attached to these guidelines is a list of current Adobe trademarks that reflects the registration status of the trademarks. This list will be updated regularly. See "How to Obtain Additional Information."

Attribution Statements

Please include an attribution statement (which may appear in small, but still legible, print) when using any Adobe trademarks. The statement should read:

[List of Adobe marks used, whether registered or not, beginning with "Adobe" and "the Adobe logo," if used, followed by any other marks in alphabetical order] are trademarks of Adobe Systems Incorporated.

For example:

Adobe, the Adobe logo, Adobe Illustrator, Acrobat, the Acrobat logo, FrameMaker, PageMaker, PageMill, Photoshop, PostScript, and SiteMill are trademarks of Adobe Systems Incorporated.

If it is not feasible to include the attribution statement (and if it is not required by any contract you may have with Adobe), it may be acceptable to use a general-purpose attribution statement in a form such as this:

All other trademarks are the property of their respective owners.

Use of Logos, Product Signatures, and Stylized Marks

A logo is a graphical design that may include text and other design elements. Adobe product signatures are logos created to identify products and technologies that are licensed to certain parties outside of Adobe, including independent software vendors, bundle partners, system integrators, and some user groups. Stylized trademarks or "logotypes" are those that appear in word form in a particular style of type by Adobe. Examples appear below:

Adobe logos, product signatures, or trademarks in stylized form may be used only if you have obtained a prior written license from Adobe and your use complies with the terms and conditions of the license. Under no circumstances may you modify, distort, or add to Adobe logos, product signatures, or stylized trademarks. Please refer to a separate publication, *Guidelines for Using Adobe Product Signatures,* for further information.

Use of Adobe Trademarks in Third-Party Product Names

Adobe trademarks may not be used by a third party as part of that party's product, service, or trade name, without an express written agreement permitting such use. Licensees, such as authorized developers of plug-ins for Adobe products, must consult their agreement with Adobe to determine whether and under what circumstances such use of Adobe trademarks may be made.

In some instances, Adobe trademarks may be used in the titles of books, in printed form, that provide in-depth training beyond that available from Adobe product tutorials and reference material. Publishers of such books need not obtain express permission from Adobe if the use of Adobe trademarks complies with all of the following requirements:

· The Adobe trademarks may not appear larger or more prominent than the rest of the full book title;

· The Adobe trademarks may not be used in the logo or stylized form used by Adobe, and no Adobe product or box shots may be used on your book's cover, advertising, promotional material, or otherwise, without express written permission from an authorized representative of Adobe;

· Proper marking and attribution is used for all Adobe trademarks;

· A conspicuous disclaimer is used, preferably on the front or back cover of the book, but at a minimum it must appear on the copyright page of the book and state in all capital letters:
   THIS PRODUCT IS NOT ENDORSED OR SPONSORED BY ADOBE SYSTEMS INCORPORATED, PUBLISHER OF [INSERT ADOBE PRODUCT NAME(S)]; and

· There is nothing else in the use of Adobe trademarks or in the circumstances that would lead consumers to believe there is an association with, or endorsement by, Adobe that does not exist, and the Adobe trademarks are used only to refer to the Adobe products that are the subject of the book.

Special Marks

Adobe

The term "Adobe" when used to refer to Adobe software or an Adobe product is a trademark, and its use is governed by the guidelines above. However, when "Adobe" is used only to refer to Adobe Systems Incorporated, then it is being used as a corporate name, not a trademark. When "Adobe" is used as a corporate name, no trademark marking or attribution is necessary—do not use the ™ or ® symbols.

CORRECT: Adobe announced a new product today.
INCORRECT: Adobe® announced a new product today.

CORRECT: Adobe Systems Incorporated
INCORRECT: Adobe® Systems Incorporated

PostScript

PostScript is an Adobe trademark used with the Adobe PostScript interpreter, the Adobe PostScript page-description language, and other Adobe products. Adobe does not permit the use of the PostScript trademark for software, hardware, or other related products from companies other than Adobe, unless the company has obtained a license from Adobe to do so. Always use the PostScript trademark as an adjective, not a noun.

Companies who are not Adobe licensees but who claim to have technology that is compatible with Adobe PostScript products may claim, if true, that their products are "compatible with PostScript Level X" as long as nothing in the circumstances would create consumer confusion. Such companies may not make use of terms such as "PostScript printer" or "PostScript RIP" in connection with their "clone" products.

CORRECT:	Adobe has developed industry-standard PostScript® language solutions
INCORRECT:	Adobe has developed industry-standard PostScript

CORRECT:	The first "real-time" RIP for PostScript® language compatibility
INCORRECT:	The first "real-time" RIP for PostScript®

Special Program Marks

Adobe has developed a number of trademarks (including word marks and logos) used in support of certain programs such as the Adobe Authorized Service Provider Program, the Adobe Instructor Certification Program, and the Adobe Charged program. If you are not an approved licensed participant in such programs and in good standing, you may not use the trademarks in word or logo form to claim or imply participation in the program.

How to Obtain Additional Information

To obtain updated information on these guidelines as well as Adobe's list of trademarks in proper form, see our World Wide Web site at:

http://www.adobe.com/PDFs/tmguide.pdf

Or call FaxYI, our automated-response fax-back system at:

206-628-5737 and request Document 415908.

You may also contact:

Legal Department/Trademark Program
Adobe Systems Incorporated
411 First Avenue South
Seattle, WA 98104-2871
Tel. 206-470-7000
Fax 206-470-7118

These guidelines are not intended to be a definitive or complete statement of proper trademark usage. Adobe reserves the right to object to any use of Adobe trademarks that Adobe deems to be unlawful in the circumstances, even if that use is not expressly prohibited by these guidelines. Further, Adobe reserves the right to revise these guidelines at any time without notice.

Adobe

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Adobe Trademark Database For General Distribution
United States & General International
As of October 25, 1996

Please refer to "Guidelines for Third Parties Who Use Adobe Trademarks" for specific information on proper trademark usage. The guidelines and a copy of this database (and future updates) are available from our World Wide Web site located at: http://www.adobe.com/misc/copyright.html. You can also call FaxYI, our automated-response fax-back system at 206-628-5737 and request Document 415908.

Please note that the basic formula for attribution is "["Adobe" and "the Adobe logo" first, if used, followed by other Adobe marks used in alphabetical order] are trademarks of Adobe Systems Incorporated."

If you have any questions or need additional information for a specific region or country, please contact Adobe Systems Incorporated's legal department at the following address:

> *Adobe Systems Incorporated*
> *Attn: Legal Department - Trademarks*
> *411 First Avenue South*
> *Seattle, Washington 98104*
>
> *Phone: 206-470-7000*
> *Facsimile: 206-470-7118*

Adobe Trademarks	**Comments**
A Camera for Your Mind®	
Access™	
Acrobat®	
Acrobat logo	® on the logo design
Acrobat Capture®	
Acrobat® Catalog	
Acrobat Exchange®	
Acrobat® Player™	
Acrobat® Reader	
Acrobat® Search	
Adobe®	
Adobe logo	® on the logo design
Adobe® [stylized version]	
Adobe Accurate Screens®	
Adobe® Authorized Training Provider	
Adobe® Caslon	
Adobe Charged®	
Adobe Charged logo	® on the logo design
Adobe® Classroom	
Adobe® Classroom Series	
Adobe® Collection	
Adobe® Customer Express	

Adobe Customer Express logo	™ on the logo
Adobe Dimensions®	
Adobe Dimensions logo	® on the logo design
Adobe® Expert Collection	
Adobe® File Utilities	
Adobe® File Utilities by Mastersoft™	
Adobe® Font Folio™	
Adobe® For You™	
Adobe For You logo	™ next to "You";
	® on corporate "A" logo
Adobe Garamond®	
Adobe® Graphics Collection	
Adobe® Graphics Sampler	
Adobe Illustrator®	
Adobe Illustrator® 88	
Adobe® Jenson™	
Adobe® Learning & Education Center	
Adobe® Magazine	
Adobe® Memory Booster™	
Adobe® Originals	
Adobe Originals logo	® on the logo design
Adobe® Paint & Publish™	
Adobe Premiere®	
Adobe Premiere logo	® on the logo design
Adobe® Press	
Adobe Press logo	® on the logo design
AdobePS™	
Adobe® Publishing Collection	
Adobe® Response™	
Adobe® Separator™	
Adobe® ShowPage™	
Adobe® ShowPS™	
Adobe® Support Credit	
Adobe Systems Incorporated® (stylized version)	bug only the stylized version
Adobe® Table	
Adobe® Teach™	
Adobe® Type Browser	
Adobe® Type Collection	
Adobe® Type Composer	
Adobe® Type Connection	
Adobe® Type Installer	
Adobe® Type Library	
Adobe Type Manager®	
Adobe Type Set®	
Adobe® Virtual Network™	
Adobe Wood Type®	
Advanced Adobe® Classroom	
After Effects®	
Aldus®	

Alexa®
Alexander™
Alleycat™
Andiamo™
Andreas™
Arquitectura™
Art & Type Vendor™
Art Explorer®
ArtRoom™
ATM®
ATM logo   ® on the logo design
ATV™
AudioGear™
Audition®
Aurea™
Badloc™
Baja™
Balzano™
Bashville™
Beebopp™
Benson Scripts™
Bickham Script™
Birch®
Blackoak®
Boca Raton™
Bodoni Highlight™
Brass Plate™
Brilliant Screens™
Bring your printed documents back to life™
Broadband™
Bubbledot™
Burweed™
Caflisch Script®
Caliban®
Camelia™
Carousel™
Carta®
Carver™
Casino™
Castle™
Certified Instructor logo   ™ on the logo design
Chameleon®
Champagne™
Chaparral™
Charlemagne®
ChartMaker™
Cheq™
Chilada™
Chrome Bumper™

Civic™
Clarion™
Classroom in a Book®
Classroom in a Box®
Club Mix™
Cognito™
ColorBurst™
Comic Book™
Compressed Sans™
Conga Brava™
Connectigon™
Copal®
Cottonwood®
Critter®
Cronos™
CustomerFirst®
Cutout™
Daily Tribune™
DarkRoom™
DateBook™
Decotura™
Digital™
DigitArt™
Discover in a Box™
Display PostScript®
Displaytalk™
Distiller®
Docucomp®
Drop Caps™
East Bloc™
Electronic Paper of the Future™
Electronic Paper™
Emerald City Software®
ESS™
Euro Technic™
Ex Ponto®
Evolution™
Fajita™
Farfel™
Farrier™
Fina™
Finalview™
Font & Function®
Font Chameleon®
Font Fiddler®
Font Foundry™
Font Hopper®
FontLine™
Font Minder®

Font Monger®
FontPak™
FontPorter™
Formright™
Frame®
Frame logo (diamond design)   ® on the logo
FrameBuilder®
FrameCenter™
FrameConnections™
Frame® Developer's Kit
FrameMaker®
FrameMaker®+SGML
FrameViewer®
FrameViewer® Retrieval Tools
FrameManager™
FrameReader®
Frame Technology®
Galahad™
Gallery Effects®
Gentle Sans™
Giddyup®
Giddyup Thangs®
Graphic Shop®
Graphik™
Groschen™
Hallmarke™
Headliner™
HomePublisher™
Hoopla!™
Hot Singles™
HotType™
ICG™
If you can dream it, you can do it®
Image Club™
Image Club logo   ® on the logo design
Image Club Xclusiv™
Image Set™
Image Club™ Typeface Library
Image Retriever ™
Improv™
Infopublisher™
Industrial Press ™
InstantView™
IntelliDraw®
IntelliSelect™
Ironwood®
It's not just printing, it's Adobe PostScript printing™
Jazz Poster™
Jimbo®

Juniper®
Kepler™
Lasertalk™
Lasertalk® (stylized version)
Lemonade™
LetterPress™
Liberty™
License Plate™
Linnea™
Lithos®
Litterbox™
Luna™
Lynz™
Madrone®
Mastersoft™
Mastersoft® (stylized version)
Master the Art of Editing™
MediaGear™
Mesquite®
Mezzo™
Mezz®
Micro Technic™
Micr™
Mini Pics™
Mini Pics Art Jam™
Mini Pics ASL Alphabet™
Mini Pics Balloonies™
Mini Pics Borderlines™
Mini Pics Classic™
Mini Pics Directional™
Mini Pics Digidings™
Mini Pics Doohickies™
Mini Pics Doohickies Too™
Mini Pics International™
Mini Pics Lil' Ancients™
Mini Pics Lil' Creatures™
Mini Pics Lil' Critters™
Mini Pics Lil' Dinos™
Mini Pics Lil' Edibles™
Mini Pics Lil' Events™
Mini Pics Lil' Faces™
Mini Pics Lil' Features™
Mini Pics Lil' Fishies™
Mini Pics Lil' Flowers™
Mini Pics Lil' Folks™
Mini Pics Lil' Stuff™
Mini Pics Lil' Vehicles™
Mini Pics Mardi Gras™
Mini Pics Naked City™

Mini Pics Red Rock™
Mini Pics Uprooted™
Mini Pics White Bread™
Mini Pics Zafrica™
Minion®
Mojo™
Myriad®
Mythos®
Narrowband™
Narrowband Prime™
Neon™
NewArt™
NewFaces™
New Geneva Nine™
New Yorker™
Newtron™
Nueva®
ObjectGear™
Omni™
Ouch!™
Overprint™
Pacifica Condensed™
Pack™
PageMaker®
PageMaker® Portfolio™
PageMill™
PageMill logo   ™ on Version 1.0 logo design
Paintbrush™
Paisley™
Palladia™
Penumbra®
Pepperwood®
Persuasion®
Persuasion® Player
PhotoDeluxe™
PhotoGear™
Photoshop®
Piano™
Pixelburst®
PlanetReady™
Poetica®
Ponderosa™
Poplar®
PostScript®
PostScript logo   ® on logo design if materials NOT used
                                                   in US; otherwise ™ on the logo design

PPA™
President™
PrintGear™

PrintGear logo   ™ on the logo design
PrintMill™
Professional PostScript® Alliance™
PSPrinter™
Quake®
Quartet™
Quicksans Accurate™
Quicksans Fast™
Qwerty™
Rad®
Readright®
Reliq™
Republik™ (Sans) (Serif)
RoboTrap™
Rock a Billy™
Rosewood®
Rubino™ (Sans) (Serif)
Sales Master®
Sanvito®
Saturday™
Savage™
Savanna™
Scanning™
Schmutz™
ScreenReady™
Script Teaser™
Serpentine Sans™
Shatterday™
Shuriken Boy™
Signature™
SiteMill™
SiteMill logo   ™ on Version 1.0 logo design
SmartArt®
Smile™
Sonata®
Stamp™
Stanton™
Sterling™
Streamline™
Studz®
SuperATM®
SuperPaint®
Surf Style™
Syllogon™
Symmetrigon™
Take Home™
Tekton®
TextureMaker™
The Art of Powerful Ideas™

TheWorks™
The Workstation Publishing Company®
Tigerteeth™
Tips & Tricks™
TNT™
Toolbox™
Tools to Bend the Rules®
Tools to Bend the Rules® (stylized version)
TouchBase™
TouchType®
Trajan®
TranScript®
Triumph™
True Form®
Type 1 logo   ® on logo design
Type On Call®
Type Reunion®
Type Twister®
TypeAlign®
Typhoon™
Ultra Condensed™ (Sans) (Serif)
Uniform™
Utopia®
VideoGear™
Viewer 3.1 ™
Viewer 95®
Viva®
Wainwright™
WebMorsels™
Whassis™
WhatsNew™
Whimsy™
Whimsy Baroque™
Wild Type®
Willow®
Wonton™
Word for Word®
Zebrawood®